

Message Text

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PAGE 01 CARACA 13248 192108Z

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E.O. 11652: N/A

TAGS: BEXP, VE

SUBJ: AGRIQUIPOS 76

REF: CARACAS 12889

1. EMBOFF SPOKE 16 DECEMBER WITH INTERNATIONAL HARVESTER'S LOCAL REPRESENTATIVE RE LOCAL DEALER REACTION TO PREVIOUSLY REPORTED GOV RETAIL CEILING PRICE CONTROLS (SEE REFTEL)
2. INTERNATIONAL HARVESTER REPRESENTATIVE REPORTS THAT GOV HAS REPEALED A DECREE WHICH SET FORTH TRACTOR SPECIFICATION REQUIREMENTS, WHICH SEVERAL INDUSTRY SPOKESMEN CONSIDERED ILL-CONCEIVED AND UNWORKABLE.
3. I.H. REP. FURTHER STATED THAT GOV APPEARS WILLING TO PERMIT SALES OF TRACTORS AT RETAIL PRICES WHICH WILL ALLOW 30 PERCENT DEALER MARGINS. REPEAL OF EARLIER RESOLUTION IS NOT EXPECTED, BECAUSE OF POTENTIAL POLITICAL REPERCUSSIONS.
4. I.H. REP. STATES THAT DEALER FINANCIAL PROSPECTS APPEAR IMPROVED BY RECENT GOV REPEAL OF SPECIFICATION REQUIREMENTS AND IMPLICIT ACCEPTANCE OF MARGIN RATHER THAN CEILING PRICE CONTROLS, BUT HIGHER MARGINS MAY BE REQUIRED TO SPUR DEALER ENTHUSIASM FOR PROMOTIONAL ACTIVITIES.
5. I.H. REP. STATED THAT HIS COMPANY'S ATTITUDE IS THAT LOCAL DEALERS SHOULD SPONSOR PARTICIPATION IN AGRIQUIPOS-TYPE EVENTS. IMMINENT DEERE PROJECT ALSO WEIGHS AGAINST OUTLAYS

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FOR SUCH PROMOTION, ESPECIALLY IF INTERIM SALES OUTLOOK SHADED

BY GOV POLICIES.
SHLAUDEMAM

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